

**America Recycles Education/Outreach Workgroup Steering Committee Meeting**  
*Resource Recycling Conference 2019*  
*Monday, August 26, 2019, 10:00-11:00 AM (CT)*  
*Sheraton New Orleans, Poydras Room*

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**Purpose/Desired Outcomes:**

- Review and discuss workgroup priority action –development of domestic markets toolkit.
- Determine next steps for steering committee and workgroup members to ensure delivery of priority action(s), announcements, and communications products for November Summit.
- Discuss recommended additional workgroup actions for inclusion in *National Framework for Advancing the U.S. Recycling System*, including the timeline for finalizing the actions and commitments in the Framework.

**Agenda:**

10:00-10:05 AM:	Welcome
10:05-10:40 AM:	Discussion of Education/Outreach workgroup priority action: development of consistent messaging on the state of the U.S. recycling system.
10:40-10:55 AM:	Discussion of November announcements, communications products, and additional workgroup activities for inclusion in National Framework (see Appendix).
10:55-11:00 AM:	Review and finalize schedule for delivery of workgroup priority action(s) and selection of future activities to be included in National Framework (see Appendix).

**Appendix:**

Summary of deliverables, announcements, and communications needs for November 2019 America Recycles Summit; recommended additional actions for inclusion in National Framework; and draft schedule of steering committee and workgroup next steps through November 2019.

## **Appendix: Summary of November Announcements, Communications Products, and Recommended Future Activities *Education and Outreach Steering Committee Meeting***

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### **Vision Statement**

Clear, consistent messages about proper materials management activities enable consumers to recognize the value of reusing, recovering and recycling materials, as well as the value of buying products with recycled content.

### **Products and/or Announcements to be Released in November**

#### *Education and Outreach Priority Action*

- Announce key messages on recycling issues for public and media audiences. This will include messages that:
  - Emphasize the strength of the recycling system.
  - Articulate the range of benefits for recycling to reinforce the importance of recycling.
  - Demonstrate recycled materials have value, are of good quality, and are not diminished because the materials had a prior life.
  - Emphasize the value of recyclables as commodities (rather than waste), including the value of sustainable materials management and life-cycle analysis.

#### *Anticipated EPA Actions/Announcements*

- Announce intent to launch a limited pilot to test an educational campaign on how to decrease the amount of plastic film entering curbside collection programs by encouraging recycling through retail collection programs.
- Announce release of National Framework to Advance the U.S. recycling system.
- Announce EPA will continue facilitating and providing logistical support for workgroup meetings and dialogues, including hosting future meetings to implement actions within the National Framework.
- Announce intent to work collaboratively with America Recycles Network to establish a national goal to increase recycling.
- Provide highlights related to the Innovation Fair exhibitors and/or attendance.
- Announce release of EPA publication featuring pledge signatory success stories.
- Announce release of EPA publication featuring Waste Wise Partner success stories in honor of 25<sup>th</sup> Anniversary.

#### *Other Workgroup Member Announcements*

- Conduct an inventory of research results into the successes and failures of various communication and outreach efforts to inform future activities. [*The Recycling Partnership and Keep America Beautiful*]
- Advocate for federal legislation requiring the use of recycling labels on products and packaging sold in the United States. [*organization name(s) to be added*]

**Communications Materials/Products for November Summit**

- A 1-page front and back handout with graphics that include the list of key messages developed by the workgroup.
- National Framework to Advance the US Recycling System.
- EPA Publication featuring pledge signatory success stories.
- EPA Publication featuring 25<sup>th</sup> Anniversary of WasteWise partner success stories.

**Recommended Additional/Future Actions for Inclusion in National Framework (for Discussion)**

- Launch a national public relations campaign to lay the foundation for common messaging. The campaign could be directed at engaging youth or other audiences.
- Develop and make available a set of common recycling messages on nationally-significant issues (e.g. plastic film/bags), building off the efforts of workgroup members.
- Develop free, open-source, downloadable labels for recycling bins.

**Draft Schedule for Completion and Task Assignments**

Task	Lead	Deadline
Complete gap analysis on messages submitted by workgroup members	Steering committee	8/26
Ask specific workgroup members for messaging examples to fill identified gaps	Workgroup	9/2
Conference Call to further discuss/finalize future actions to be included in National Framework	Steering Committee	Mid-September
Conference Call with full workgroup to discuss future actions to be included in National Framework	Workgroup	Mid-September
Develop draft list of key messages	Steering committee	9/16
Circulate draft Framework for Workgroup review/comment	Workgroup	9/23
Solicit feedback on draft messages	Workgroup	9/23
Develop 1-pager for Summit	Steering committee	9/30
Comments Requested on Framework Actions	Workgroup	10/7
Comments on 1-pager	Workgroup	10/7
Send materials for printing	EPA	10/14